

ABSTRACT

A method, apparatus and article of manufacture for a marine product configuration and pricing system is disclosed. The invention provides an index product module for displaying all available products that may be configured, and a markup 5 module for specifying the amount a dealer price may be changed for a product and optional items. The invention also provides a price quoting generation module for selecting the product and optional items to be included within a configured product and for generating a customer price, and a quote sheet module for generating a quote sheet document containing information describing the configured product and its generated 10 price.